

No.  
137  
Sept.  
'70

# MAD

IND

OUR PRICE

35¢  
CHEAP



IN THIS ISSUE

**BOOB & CARNAL & TAD & ALAS & ALFRED**

Introducing A New MAD Feature Which Takes A Humorous Look At The War Between

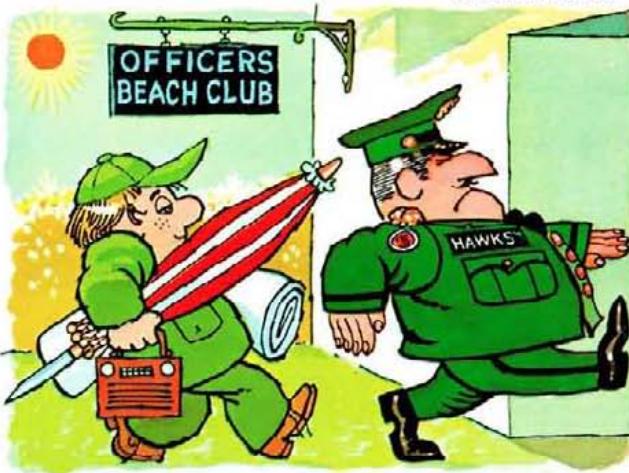


MAJOR HAWKS

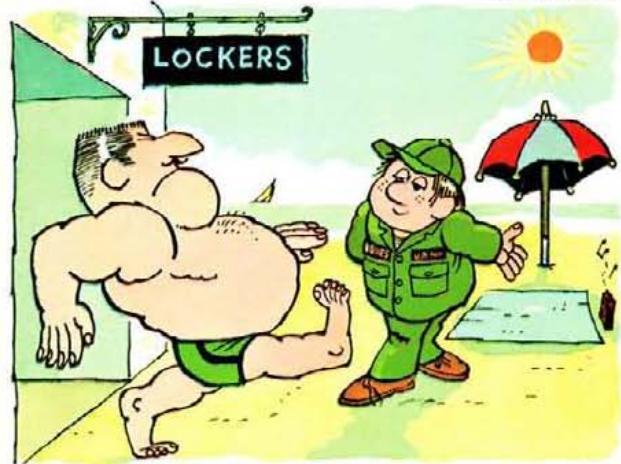
# HAWKS & DOVES



PRIVATE DOVES



ARTIST & WRITER: AL JAFFEE



# MAD

"The only reason more American families don't own an elephant is: they've never been offered one for a dollar down and a dollar a week!"

—Alfred E. Neuman

WILLIAM M. GAINES *publisher*

ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*

JERRY De FUCCIO, NICK MEGLIN *associate editors*

JACK ALBERT *lawsuits*

GLORIA ORLANDO, CELIA MORELLI, JOAN ZECCA.

CURTIS ANDERSON *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS

*the usual gang of idiots*

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## LETTERS DEPT.



### MAD'S OFFICIAL PORTRAIT OF THE PRESIDENT

It must have taken great courage to print the back cover to #135. In times like these, when straight truth and honesty are clouded over or ignored, it is truly heartening that MAD still sees the daylight and tells it like it is. Don't bend under pressure. You are needed now more than ever.

Albert N. Abrams  
 Adelphi, Md.

### YOU KNOW YOU'RE A BORE WHEN...

"You Know You're Really A Bore When..." you print articles like "You Know You're Really A Bore When..."

Eric Smith  
 Missoula, Mont.

"You Know You're Really A Bore When..." this is the 10th letter you've written to MAD, and it's the only one that gets published.

G. R. Gomola  
 Trenton, N.J.

"You Know You're Really A Bore When..." you get a gift subscription to MAD—anonimously.

Mark Thomas  
 Warren, Mich.

### WOW!

All I can say is, "Wow!" The entire June issue (#135) had me laughing and crying at the same time. So who needs a shrink to tell us what our hang-ups are all about when there are guys like you around? Wow! (Again!)

Sarah Dickey  
 Albuquerque, N.M.

### SPARE THE ROD & SHARE THE MAD

Being the mother of two teenagers, I thank God that, in this troubled world of "Vietnam" and "Pot", etc., I have a magazine like "MAD" to share with them.

Claire Serauman  
 Everett, Mass.

### WILL THE TRUTH HURT... US?

I just hope that your offices remain intact, and MAD continues its successful crusade for truth. The Right Wing is probably after you for showing it up for what it is... and the Leftists probably want to kill you for doing peacefully what they would rather destroy the country to accomplish.

Diana M. Savit  
 Brooklyn, N.Y.

## SLEAZY RIDERS

Your "Sleazy Riders" was a superb satire of a very well-done movie. In fact, your last scene—showing Uncle Sam, unrecognized, degraded, and being run out of town by extremists—was an even broader statement of truth than the original tragic ending to the movie.

Mark Sajbel  
 Pueblo, Colo.

Peter Fonda's "Easy Rider" had a message of importance for all generations. So did MAD's "Sleazy Riders". What's happening, guys? You've been slipping lately by giving us meaningful literature instead of worthless trash.

Colleen M. Francis  
 Denver, Colo.

"Sleazy Riders" showed far more originality than the movie it satirized. MAD is the modern day "muck-raker", and you've done it again with this article.

Karl M. Rabenold  
 Blue Bell, Pa.

"Sleazy Riders" was your best movie satire to date. As much as I loved the film, I was aware of its flaws. Your satire succeeded in pointing up its shortcomings without destroying the film's obvious sincerity.

Sp/4 Don Pugsley  
 Ft. Riley, Kans.

"High" praise for "Sleazy Riders"! Larry Siegel was "writing high" on this one, and Mort Drucker's art was "outta sight"! I was really Fonda it!

Joseph La Mendola  
 Jersey City, N.J.

"Sleazy Riders" was an insult to one of the greatest movies I have ever seen.

Arlene Calabrese  
 Drexel Hill, Pa.

### FOLKSY INCOME TAX RETURN

Your "Folksy Income Tax Return" was so funny, it gave me an idea. I plan to enter my MAD Subscription as a deduction. After all, it's a "necessary expense"!

I. J. Shapiro  
 Toronto, Can.

### A MAD LOOK AT FOOTPRINTS

"A MAD Look At Footprints" was an ingenious feet!

Mike Addobati  
 Sacramento, Calif.

### SELECTIVITY

The only thing I like about your magazine is the little "Drawn-Out Drama" cartoons at the tops of the pages.

Claudia Blodgett  
 Inglewood, Calif.

What's wrong with the "Drawn Out Drama" cartoons at the bottoms of the pages?—Ed.

## THE PRESIDENTIAL PRIMER

"The Richard M. Nixon Presidential Primer" was by far the best and funniest article you've done. What makes it even funnier is that much of what you said about Mr. Nixon is TRUE! Congratulations to Larry Siegel for some hilarious satire.

Richard T. Frothingham  
South Burlington, Vt.

You reached a new low with your "Richard M. Nixon Presidential Primer"—a low I did not think you were capable of. It was in extremely bad taste and was degrading to the Leader of our Country—a person to whom, right or wrong, respect should be given. If we think our President is a joke, what are other nations going to think of this country?

Amado Bobadilla  
Middletown, R.I.

The same thing they've been thinking all along!—Ed.

Let me make one thing perfectly clear: Your "Richard M. Nixon Presidential Primer" was sensational! Make no mistake about that!

John Van Mater  
Piscataway, N.J.

The latest Louis Harris poll, taken in March, 1970, shows that 72% of the people in the U.S. are satisfied with Richard M. Nixon as President. From the looks of your last issue (#135), you seem to have overlooked that fact.

Winston C. Cavan  
Durham, N.C.

The latest Alfred E. Neuman poll, taken in April, 1970, shows that 28% of the people in the U.S. are satisfied with MAD. We know our audience!—Ed.

## THE MAD MORALITY

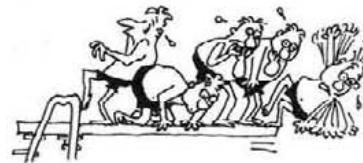
I can well understand your policy against taking ads. However, you DO take "Letters To The Editor", so I am writing this one in the hopes that it might alert your readers to my new book, "The MAD Morality" (Abingdon Press, \$2.79—On Sale Now At All Bookstores!), in which I prove, through your own articles and ad satires, that MAD is a subversive moral document pledged to decency and goodness.

Vernard Eller  
Professor of Religion  
La Verne College, Calif.

And in support of decency and goodness, we are submitting a bill to you, Dr. Eller, for your sneaky ad. We are also attempting to interest someone in writing a book called "The MAD Immorality" which proves, through these very same articles, that MAD is a subversive immoral document pledged to indecency and badness. Publicity like YOURS we need like a hole in the head!—Ed.

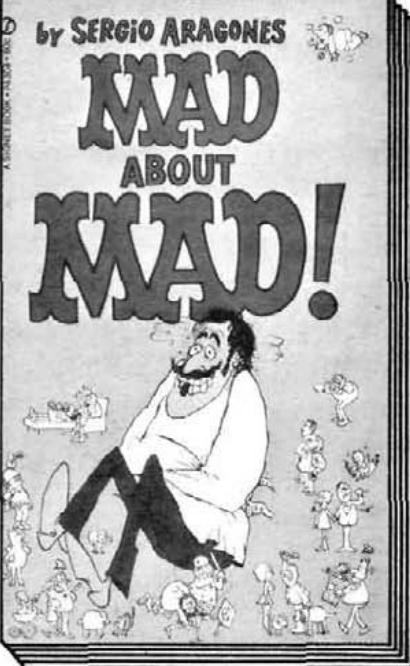
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... THEN GIGGLING FOOLISHLY  
... THEN LAUGHING CONVULSIVELY  
... THEN CACKLING HYSTERICALLY  
... THEN SCREAMING UNCONTROLLABLY  
AND BEFORE YOU KNOW IT, YOU'LL BE



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SWITCH HIT DEPT.

**AND NOW, MAD**  
TURNS ITS ATTEN-  
TION TO ONE OF THE  
MOST TALKED-ABOUT  
FILMS OF THE YEAR!  
AND HERE IS HOW IT'S  
TALKED ABOUT . . .



# BOOB AND CARNAL

AND LENNY AND EMILY AND HERBIE AND MARGIE AND HAL AND JUDY AND SY

Tell us a little about "Encounter Therapy", Mr. Sweet!

See him? Before he came to us, he had a terrible compulsion! But here at "Truth Institute", he's learned to overcome it!

And what was his compulsion?

He was a "Peeping Tom"!

But why are they all touching each other like that?

Two reasons: One, to overcome their natural shyness—

And the other . . . ?

It gives them something to do with their hands! When God made Adam and Eve, He forgot pockets!

Oh? How come they can do it up here?

Because HIS wife and HER husband are back in the city!





# AND TAD AND ALAS

AND JOAN AND BUZZ AND ELAINE AND JOE AND PAT AND DICK AND PHOEBE

AND  
JESSIE  
AND  
SALLY  
AND  
GENE  
AND  
THELMA  
AND  
ALBERT  
AND  
SHIRLEE  
AND  
SEYMOUR  
AND  
TEDDY  
AND  
MARTY  
AND  
CAROL  
AND  
BERNIE  
AND  
SEENA  
AND  
GARY  
AND  
LESLIE  
AND  
TOAN  
AND  
SUSAN  
AND  
TOM  
AND JAMIE AND



ARTIST: MORT DRUCKER

WRITER: STAN HART



HEL

We know!  
That's the  
one minor  
flaw in  
the  
theory!

Except for one  
minor flaw, the  
theory is that the  
only way to be  
really happy is to  
be truly honest  
with everyone!

Well—  
how  
does  
it  
work?

It's simple, Alas! I'll show  
you! Er—uh—I know you're  
supposed to be the **same age**  
as Tad! So how come you look  
at least ten years older?!!

Do me  
a big  
favor!  
**DROP  
DEAD!**!!

And Tad—who would  
believe that an  
inarticulate lump  
like **YOU** could  
ever become such a  
successful lawyer?!!

Hey! That's a **TERrible**  
thing to say! Boy, **YOU**  
may be really happy  
being truly honest with  
everyone, but it can sure  
make **THEM** miserable!



You went through three  
red lights, almost hit  
a pedestrian, and your  
conversation shows  
that you're a bigot!

What's  
this  
all  
about?

I'm learning  
to be really  
happy by  
expressing my  
true feelings!

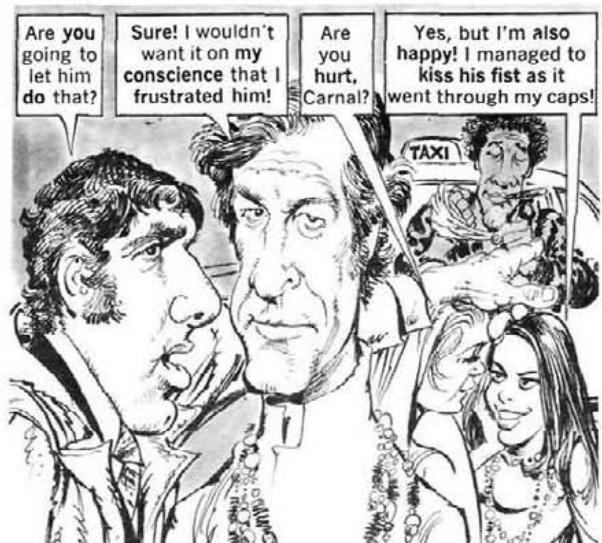
ME. TOO!!

Are you  
going to  
let him  
do that?

Sure! I wouldn't  
want it on my  
conscience that I  
frustrated him!

Are you  
hurt,  
Carna?

Yes, but I'm also  
happy! I managed to  
kiss his fist as it  
went through my caps!



Daddy,  
why  
are  
you  
playing  
with  
me?

So everyone  
can identify  
with me as a  
warm, regular,  
everyday,  
average guy—

—who owns a \$150,000  
Beverly Hills home, and  
is never seen in the  
same outfit twice, and  
wears a whistle around  
his 40-year-old neck?  
**LOTS OF LUCK!!**

I—I have a  
confession  
to make to  
you, Carna!

When I was in  
San Francisco,  
I...er...I  
had an **AFFAIR!**

In a hotel  
room!!  
Oh...?

Now, look!! If you're  
going to get **SORE**,  
then I can never tell  
you **ANYTHING!!**



JERRY AND ANYBODY AND JOHN AND RICKY AND LONNIE AND IRIS AND DONNIE AND SCOTTY AND MELANIE AND MARK AND SKIP AND LARRY AND HEL

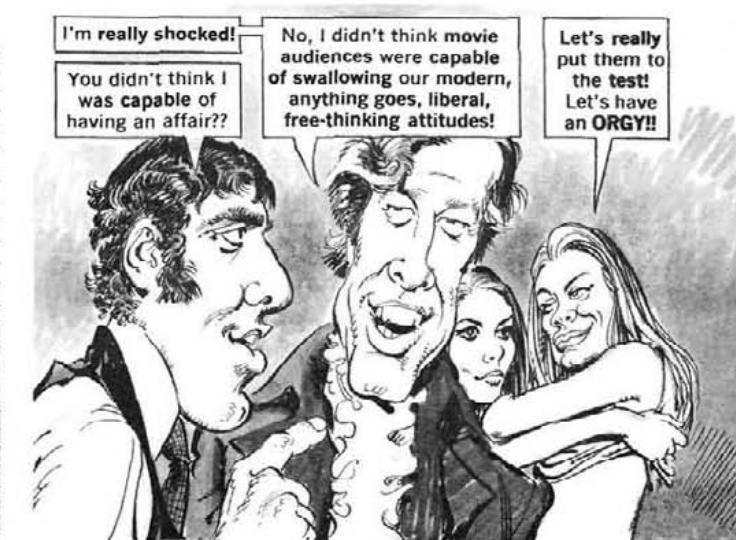
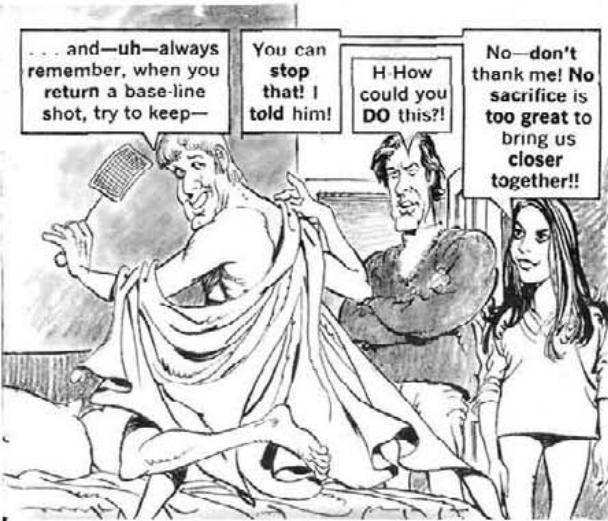
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AND BILL AND NANCY AND JACK AND FRANCES AND GEORGE AND JANETTE AND ARNIE AND SUE AND STEVE AND EDIE AND

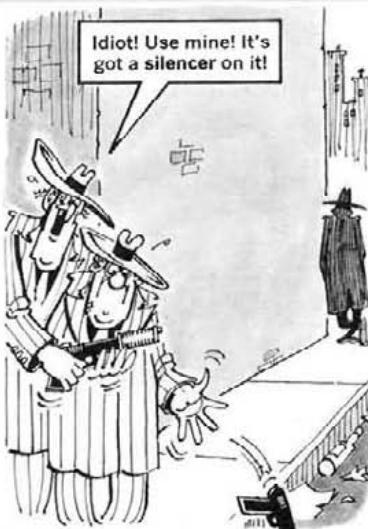
TARZAN AND JANE AND POPEYE AND OLIVE AND CHARLIE AND LUCY AND HARRY AND CARRIE AND BARRY AND ARI AND WILLIAM AND MARY AND ABERCROMBIE AND

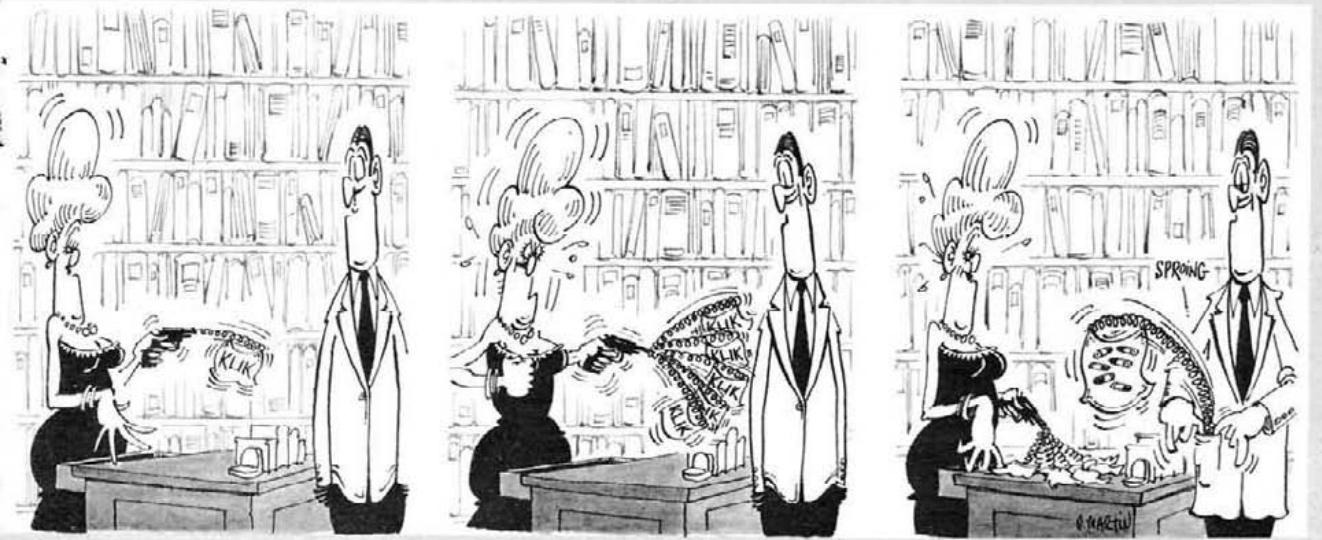
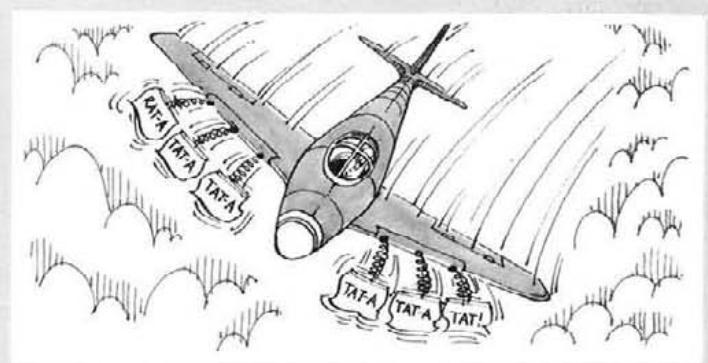




H AND MAX AND BEA AND BACK AND FORTH AND TO AND FRO AND AL AND LEE AND EVERYBODY IN THE WORLD AND ALFRED.

# GREAT NON-VIOLENT GUNS!





A MAD  
PORTFOLIO  
OF...

# TV SCENES

That was the worst act I ever saw!



We've got a great line-up of guests tonight, Johnny . . . a star plugging a movie, a singer plugging a record, an author plugging a book, and a comic trying to stir up some business at the night club where he's dying!



... and I'd like to thank the Publicity Department for taking out those full-page trade paper ads, plugging me for this Oscar . . . and I'd like to express my appreciation to the Studio for applying pressure to the members of the Academy contracted to them to vote for me . . . and . . .



Boy, if any of de guys from my ol' neighborhood ever got caught eatin' Yogurt, we'd-a-trown 'im in de river!!



Actually, eet ees just a beeg put-on, and doesn't seagnify a damned theeng!!



Coming up next on the "Movie Of The Week" . . . one of the worst pictures ever made! *The Daily News* gave it one star, and the *New York Times* called it "a dull, boring bomb"!!

## "Dancing Down To De Janeiro"

STARRING:

Kenny Baker  
Vera Zorina  
Jack Oakie  
June Preisser  
Don Ameche  
Peggy Ryan

Elisha Cook, Jr.  
Scotty Beckett  
Franklin Pangborn  
Grady Sutton  
Mantan Moreland  
The Nicholas Brothers

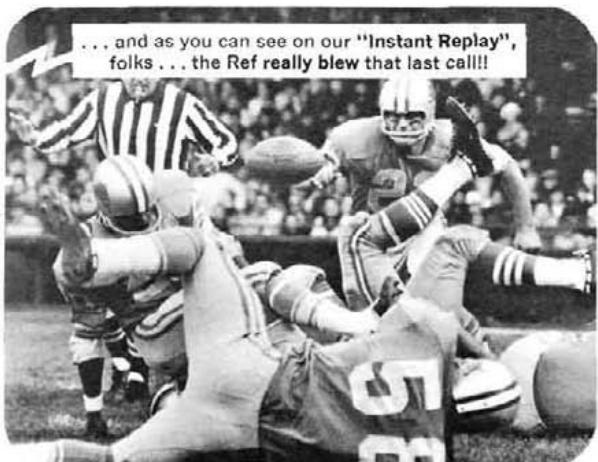
WITH

Johnny Long and his Orchestra

# WE'D LIKE TO SEE

WRITER: LOU SILVERSTONE

PHOTOS BY U.P.I. & WIDE WORLD



# THE LIGHTER SIDE OF...

# SUMM



# ER RESORTS

ARTIST & WRITER: DAVE BERG

Wow! That's some Breakfast they serve at this hotel! I'm so full, I can't budge! Let's sit here a while and talk!



The sausages were scrumptious! The pancakes were magnificent! And the scrambled eggs . . . they were simply out of this world!



Is that all you can talk about?! What you just had for Breakfast??



No, that's NOT all I can talk about!!



Gee . . . I wonder what we're having for lunch??



Hey! Your ad said this was to be a "Swinging Singles Weekend"! There are plenty of single GIRLS . . . but where are the single MEN?



Actually, they're scared off by ads for these weekends! A single guy comes to a place like this only for what he can get! A single girl comes here to find a HUSBAND!



This is the age of sexual freedom! Women are emancipated! Marriage for us has been pushed into the background! We are self-supporting! Our careers come first! We are independent and equal—and . . .



By the way, are you married?



You're crazy, Blanchet! You've never played tennis before, you're only going to be at this resort for two weeks, and yet you went out and bought all that tennis equipment!



Why, you must have spent a small fortune on all that stuff . . . and you don't even know the first thing about tennis!



I DO SO know the first thing about tennis!!



I know I look GREAT in a white tennis outfit!!





I've only got a short vacation, so I want to pack everything I can into it! Today, I'm going to try Horseback Riding . . .

Have you ever ridden a horse before?

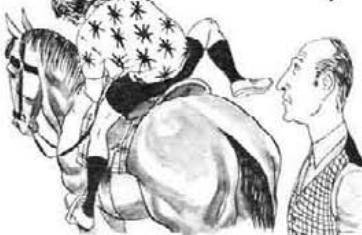
No—but if I can drive a 360 Horsepower CAR, I certainly ought to be able to drive a ONE Horsepower HORSE!

It's not quite the same thing, Sir!

GET GOING! MOVE! DON'T JUST STAND THERE, IDIOT! DO SOMETHING!

See? It's NOT like driving a car!

Sure it is! I just can't find the STARTER!!



Did you hear who the entertainment is in the Nightclub Theater tonight? Roger Kaputnik! Let's go see him . . .

Isn't he that TV Comic you can't stand?!

That's the one! He's a brash, no-talent, unfunny loudmouth! Let's go see him . . .

But whenever he comes on the TV, you shut it off!

Sure I do! He's repulsive! I just don't know how he ever got as far as he did! So—LET'S GO SEE HIM!

But if you can't stand him on TV, why do you want to see him in person?

How often do I get a chance to meet a real live famous celebrity?!

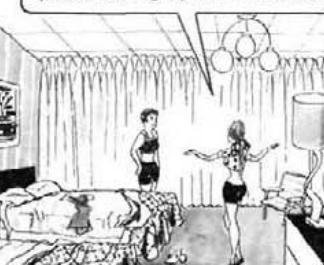


Y'know what I like about going away on a vacation and staying at a big hotel, Mom? I don't have to worry about the dishes getting done three meals a day, plus washing up after snacks!

And I don't have to worry about my bed being made, or my room being cleaned and straightened! Here the Chambermaid does all that!

Hey, wait just one minute! When did you ever do ANY of those things at home?

But here, I don't have to listen to you NAG me about them!



Golf! Golf! Golf! That's all you're interested in! That's all you think about! That's all you do! Well . . . there are other things at this resort besides golf!

LIKE YOUR FAMILY!!

Oh . . . that!

See? You don't care! For all you know, I could be sick in this room, and the kids could be freaking out on narcotics! As long as you have golf, you forget you even HAVE a family!

All the time that I'm playing, there are pictures of you and the kids in my wallet!!

Like WHAT??

THAT'S NOT TRUE!!

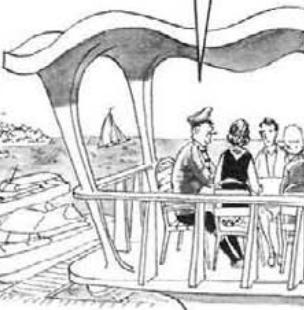
What a crummy Boatel this is! I'm embarrassed to bring my \$45,000 cruiser to such a dump!

The mooring facilities are inadequate! The docks are rotting! The food is lousy and the service is worse!

Why did you tirade so against this Boatel? I don't think it's so bad!

Neither do I!!

I just wanted everyone to know that I own a \$45,000 cruiser!



What a dull winter!

Mine, too!

My children are married, so I have nothing to do anymore!

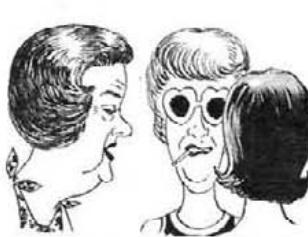
Me, too! My children are all off in College!

So all Winter long, to keep busy, I play cards!

It's the same with me!

That's why I look forward to Summer, when I can come to the Beach Club!

Yeah, I know how you feel! It's a nice change of scene!



There's that snob, Brad! He's the biggest "put-down" artist in town! Tell him something and he'll always one-better you!

But not this time! Because we just got back from one of the snazziest resorts in the State! We had to travel 300 miles to get there, but it was worth it! Watch me put HIM down!

Hi, Charley, Baby! What's happening?

I really don't know, Brad! I've been away . . . in the country!

That so? I was in SWITZERLAND! What country were YOU in?



MALE BITCH DEPT.

Of all the fine songs recorded by Johnny Cash through the years, "A Boy Named Sue" turned out to be one of his most successful. This ballad, about a boy with a girl's name, is fictitious. But MAD knows a *true* story about a boy with a girl's name... and we offer it here, with our apologies to the original song's composer-lyricist, Shel Silverstein... (So The Boy Won't Sue!).

# A BOY-DOG NAMED "LASSIE"



Well, it started with a guy named Eric Knight  
Who lost his life in an airplane flight,  
But before he cashed in, he wrote him many a tome.



ARTIST: JACK DAVIS

## "LASSIE COME HOME"



Among them, "The Flying Yorkshireman"  
And "This Above All," but I'm no fan  
Of the book he went and called "Lassie Come Home!"



WRITER: E. NELSON BRIDWELL

Well, I wasn't born when the book came out,  
But the fame of the story spread about,  
So naturally it was bought up quick by Hollywood.



So they went for a male—my Great Grand-Dad  
(Who'd hoped for the role of Terhune's "Lad"  
In a movie with stars the like of Raymond Massey!),



Well, everyone thought the film was classy,  
So they followed it up with "Son of Lassie",  
Then "Courage of Lassie" from the same old recipe.



They auditioned for the part of the female collie,  
Testing Princess, Girl, and Dolly,  
And found out female dogs don't train so good!



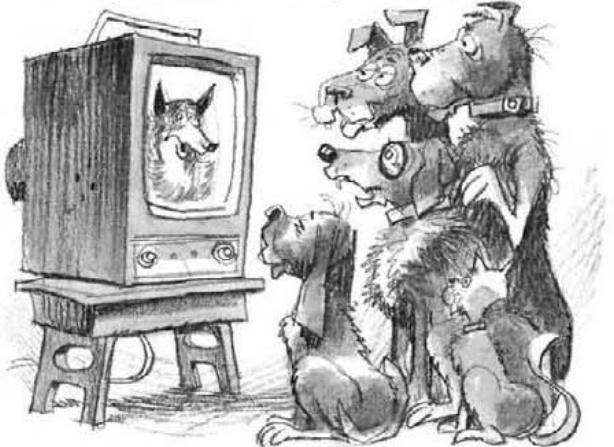
But instead he was teamed with Roddy McDowall  
In a part that made Grand-Paw bark "Foul!"  
When he learned his movie name'd been changed to "Lassie!"



Though the dog in this last one's name was "Bill",  
The title wasn't, so people still  
Believed my Great-Granddaddy was a she!



This doggy bag spread to radio  
Which was followed (as if you didn't know)  
By an endless stream of episodes on TV!



What annoys me more than a pesky flea  
Is the fact that "Lassie" has proved to be  
A goldmine of products and things to make them rich!



Oh, how I'd love to put the bite  
On that casting clod who caused my plight!  
To give a guy a girl-dog's tag is brassy!



And whenever one "Lassie" got too old,  
A new replacement came in from the fold,  
Until the name was handed down to me!



But despite it all, I'm in a rut  
Trying to prove to every mutt  
That I'm not a daughter, but a dog-gone son-of-a—BLEEEP!



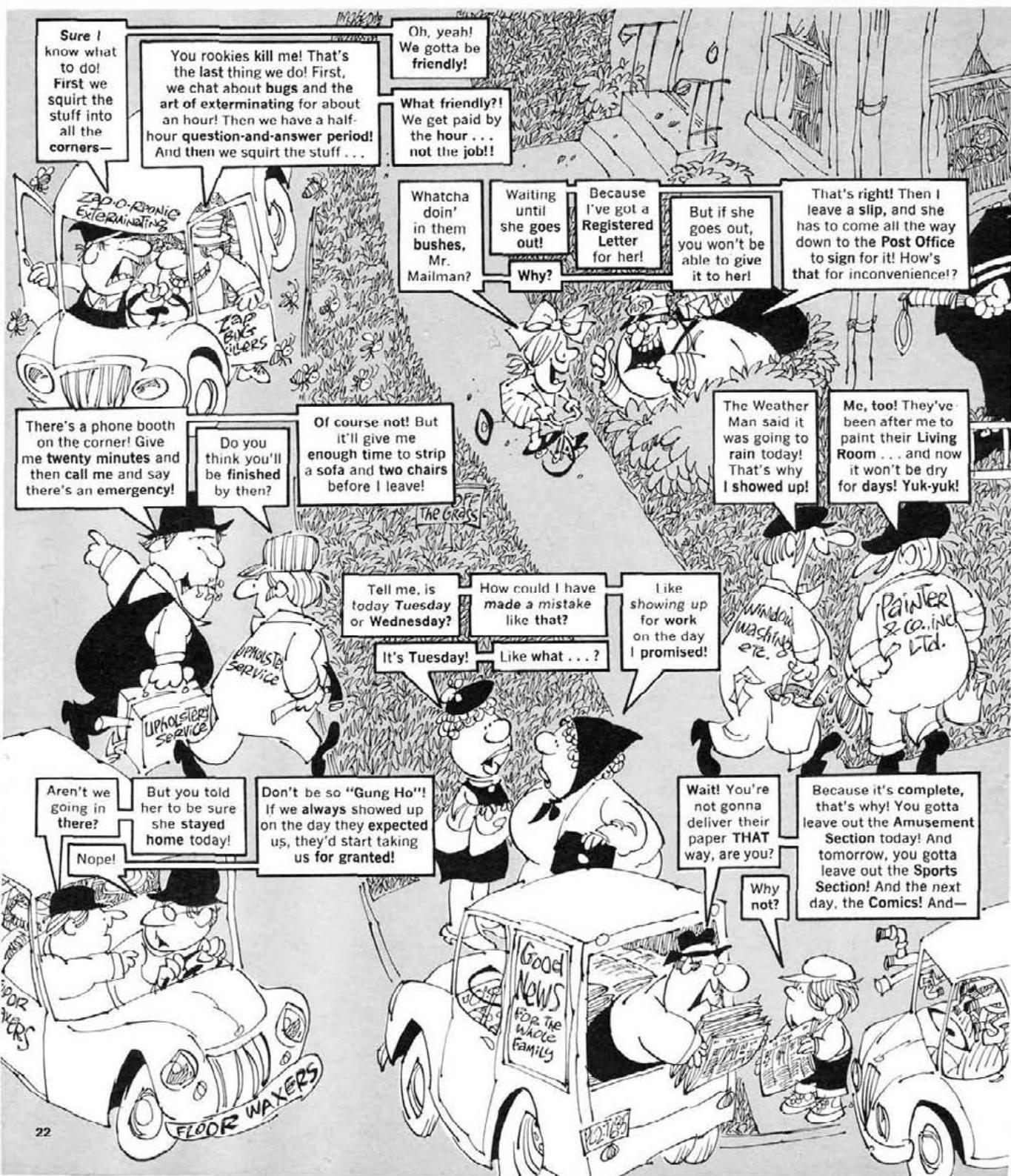
I'd tear him to pieces for his folly,  
And then I'd find me a real girl collie,  
And we'd have a son and name him... Snoopy, or Rin-Tin-Tin,  
or Gentle Ben, or Flipper...



... anything but "Lassie"!

## A MAD PEEK BEHIND T

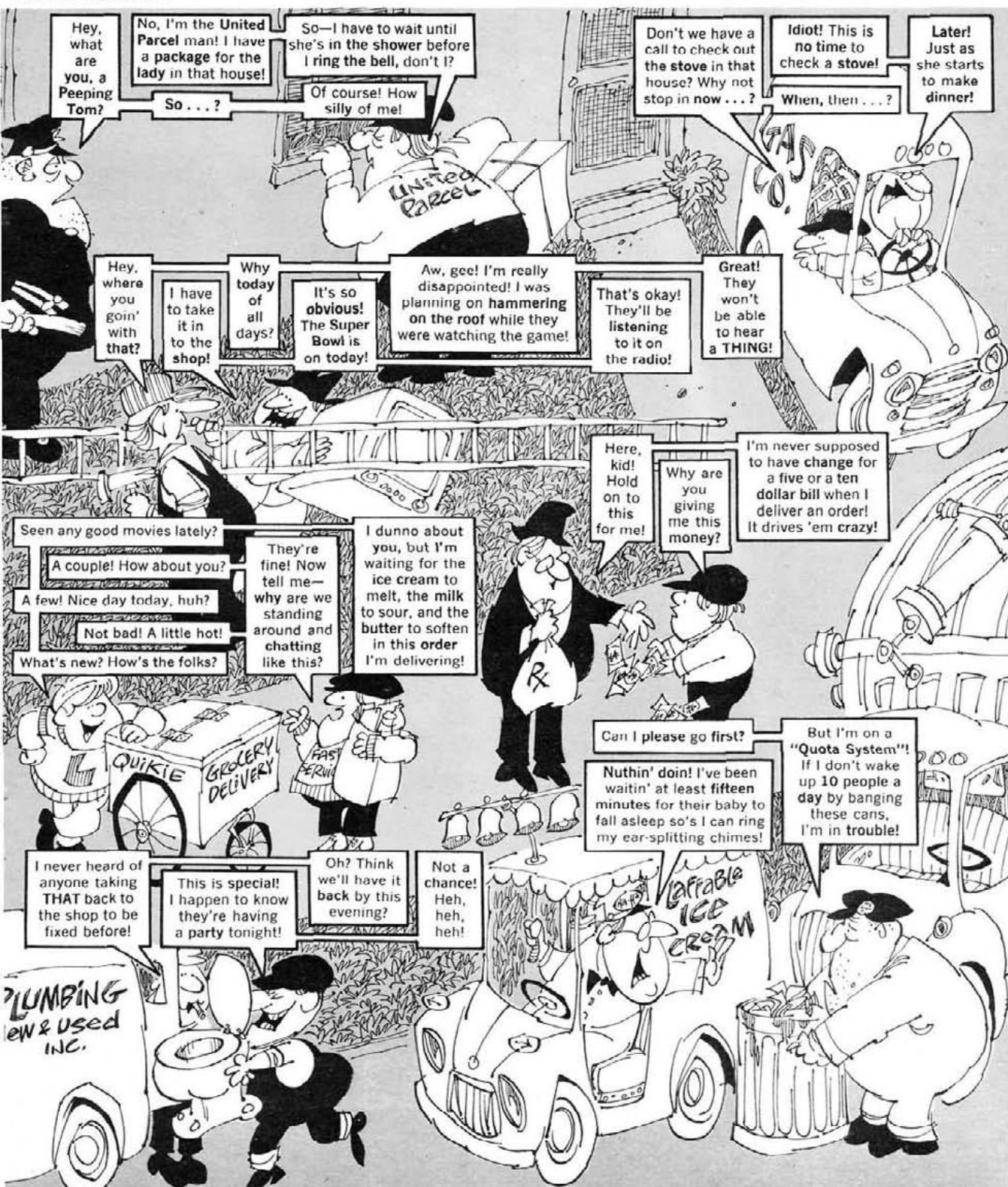
ARTIST: PAUL COKER, JR.



dedicated people are working tirelessly and secretly to make our lives miserable! Here's

# THE SCENES of Home Services

WRITER: STAN HART



# SPORTS CARS WE'D LIKE TO SEE

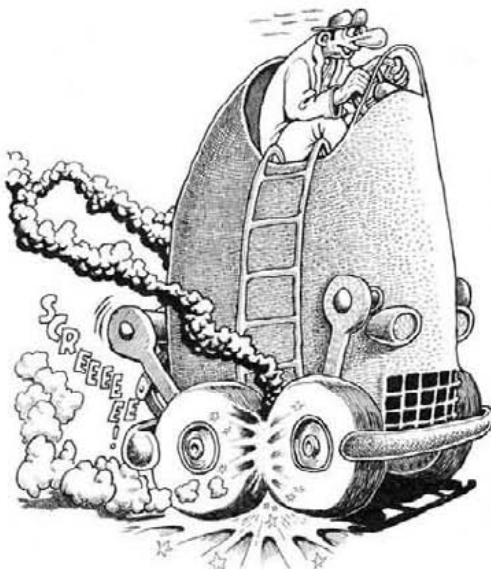


## THE DRAGGING DRAGSTER



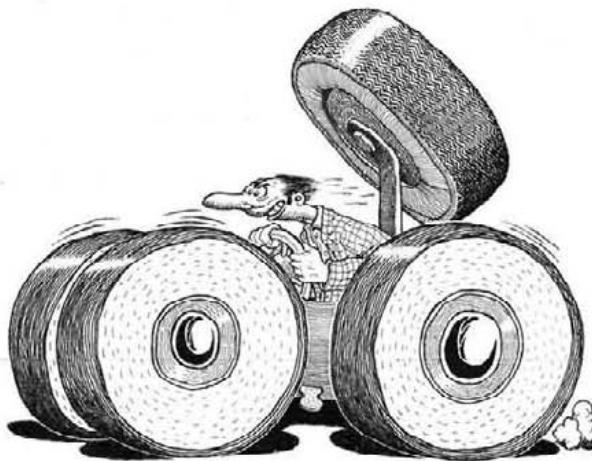
To most sports car enthusiasts, no beast is worth driving unless it is extremely low slung. Here is one design that is tops at hitting bottom. Flexible chassis slithers over ground on small rollers, causing onlookers to wonder just how low a driver can get. Not recommended for rocky roads.

## THE STANLEY SCREAMER



Tire manufacturers will adore this innovation in design which produces, even in slow moving traffic, the shrieks and squeals that otherwise come from gunning and skidding sports cars at high speeds. Special pedal pushes back and front wheels together so they rub against each other. Odor of burning rubber, smoke, and ear-splitting screeches are thus produced, even while car is going ten miles an hour.

## THE TERRIFIC TIRE TOTER



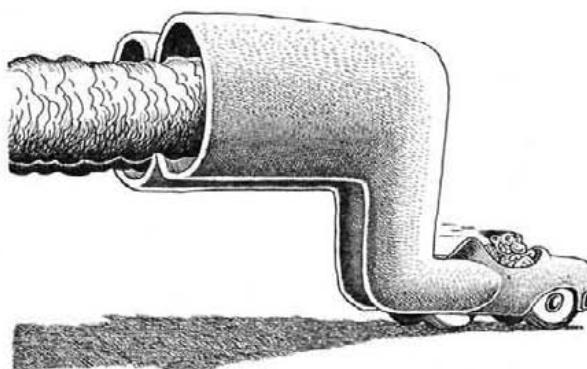
This design should be a sheer delight to those sports car enthusiasts who think mostly in terms of tires—big, wide, whirling tires. There are no distracting bumpers, fenders, etc. to hide these tires from full sight. Even the spare is in good view, because there's no room for it elsewhere.

## THE BASHED-IN BOLTER



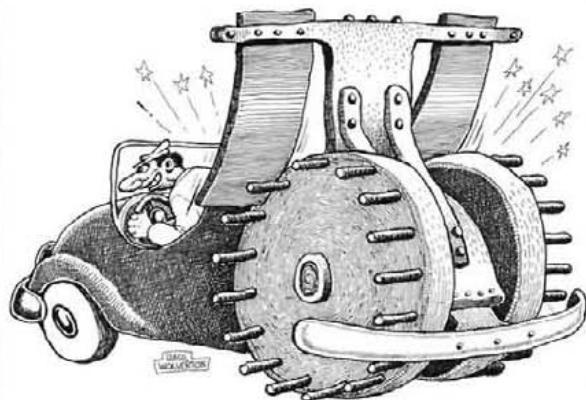
Comes direct from the factory looking like a wreck to give the impression that the driver is a hot-headed daredevil who better not be crossed. Just the thing for the timid sports car lover who wants to feel dangerous and powerful.

## THE X-1 EXHAUSTER



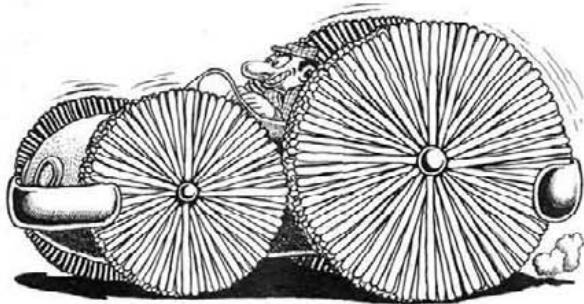
This model is designed to appeal to sports car buffs who feel that the size of the exhaust pipes together with the smoke and sounds that come from them should be emphasized. Smoke bombs and firecrackers from a special year's supply are automatically ignited every time the car is started.

## THE CLASSY CLATTERER



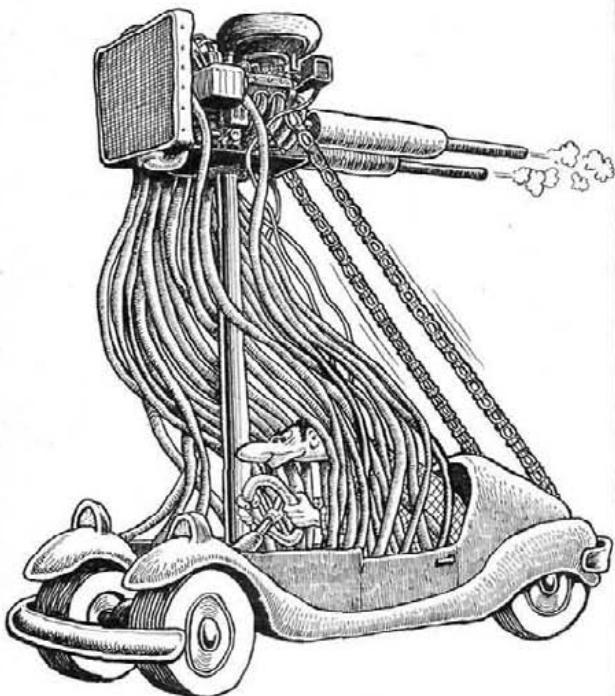
Since big sound and fury is necessary to many sports car buffs, here is the ultimate for them, based on the simple "spoke-clackers" that kids attach to the forks of their bicycles. In this model, two sheets of steel clang against heavy metal bars extending from the oversized rear wheels.

## THE WIRE-SPOKE SPINNER



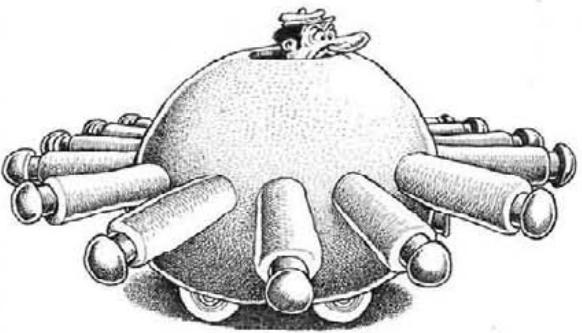
This model was especially designed for the enthusiast who feels that sports car wheels need to be nothing more than spokes. Although it isn't too speedy or smooth-riding, it has superb traction on gravel roads and slippery pavement.

## THE LOFTY LURCHER



Service station attendants and garage mechanics will bust guts over this model, designed especially for drivers who believe that the power plant should be proudly displayed instead of being hidden under a hood. Drive is transferred via chain. Other functions, such as power brakes, ignition, power steering, lights, etc. present a problem in cables that is easily overcome by drivers with extra-long necks.

## THE DENTLESS DASHER

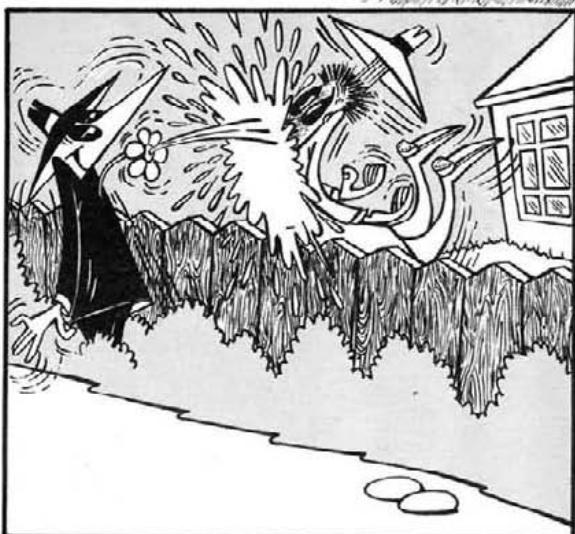


To many sports car drivers, scratches and dents in their beloved machines are marks of shame. This model will not suffer such marks because it is ringed with jack hammers, any of which automatically goes into action when touched. However, design has one drawback. Driver himself must be careful when entering car to avoid getting dented in dome.

## THE STOKER STENCHER



Because sudden accelerations, hard braking and long skids never seem to produce enough stench of burning rubber for the average sports car enthusiast, we designed this model. Equipped with a furnace from an antique coal-burning fire engine, it consumes old tires stuffed into it at intervals by the driver, who can now truthfully boast that it burns more rubber than any other sports car on the road. In the event that he runs out of old tires, the driver can always burn the tires that come with the car . . . or even his shoes.



**"POP" GOES THE EASEL DEPT.**

Look around in Art Galleries today, and what do you see? You see paintings of soup cans and Brillo boxes and incomprehensible blobs. Let's face it: If the great Masters of the past were alive today, they wouldn't stand a chance of success as serious painters. Their stuff just wouldn't sell in our modern Galleries. And so, they'd probably have to find work in another field of Art . . . like the Comic Strips, where their stuff would be appreciated. Which brings us to this article: Let's see what might happen

# IF THE WORLD'S GREAT PAINTERS DREW THE COMICS

ARTIST: JACK RICKARD

WRITER: FRANK JACOBS

## MEDICAL LAFFS

By Rembrandt



"On second thought, it might just be a simple headache!"

## PRISSY PERCY



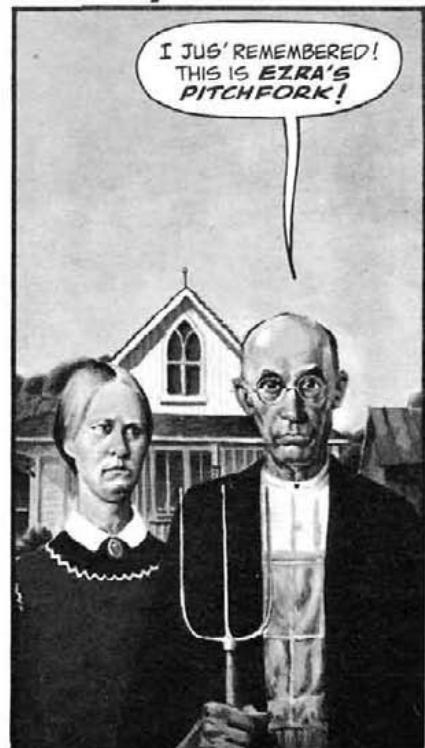
## HARRIE & CARRIE



By Gainsborough



By Grant Wood



## THOSE GIRLS

By Millet



## COOL CATS

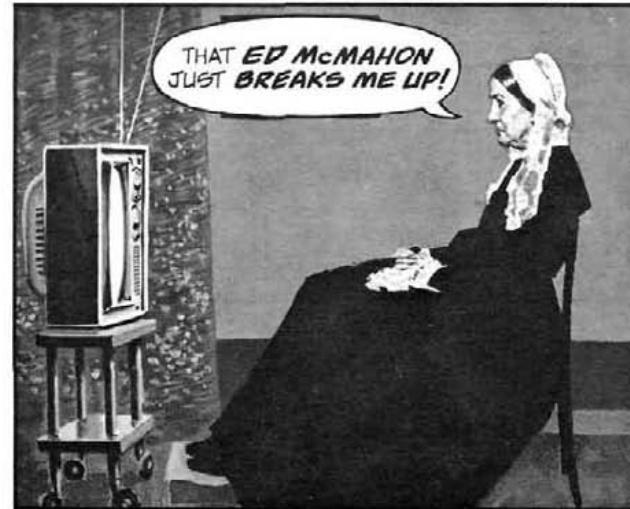
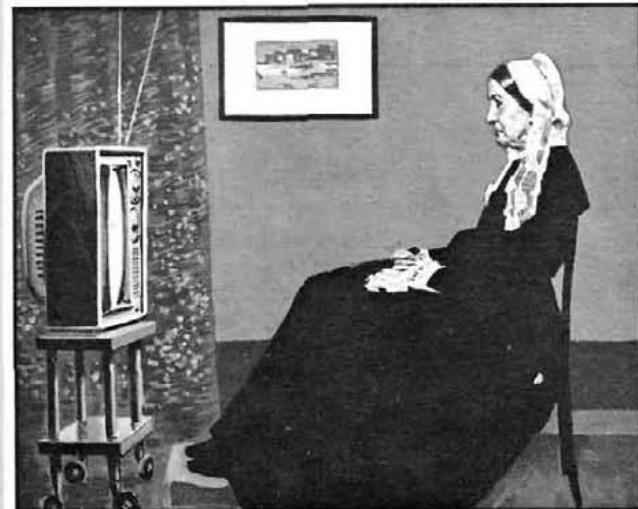
By Rousseau

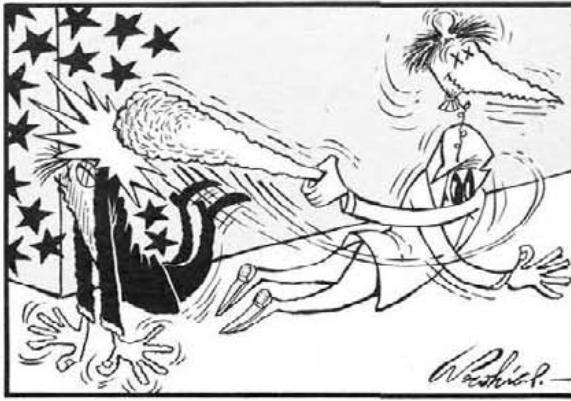
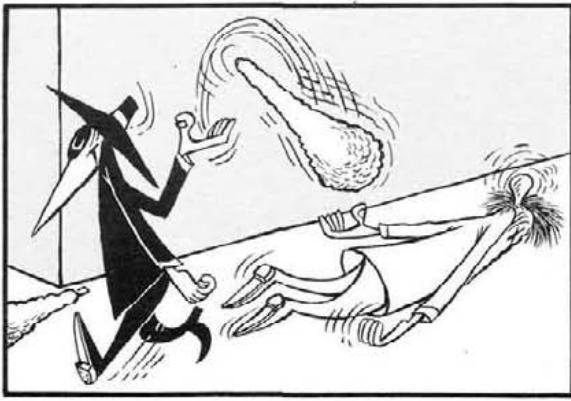
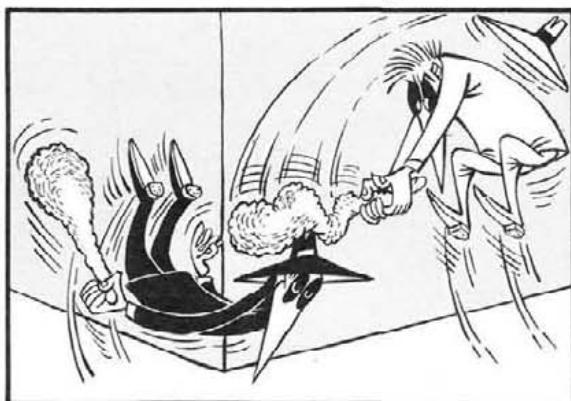
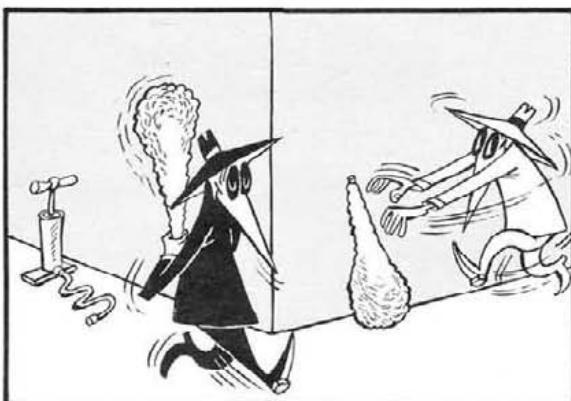


## TILLIE AND HER TV

By Whistler







WE WILL BURY US! DEPT.

Today MAN is ploughing under—paving over—digging out—filling in—chopping up—and shooting down most of his natural resources without any regard to the future! Because of this, what will Man's future be like? Let's read MAD's version of . . .

# 21<sup>st</sup> CENTURY OUTDOORS MAGAZINE

December  
2003

50c

(In Plastic Coins)

**HOME PROJECT:**  
Duplicate every variety  
of flower still growing  
in New York State in a  
1' by 3' window box.

**EXCLUSIVE PICTURES!!**  
Taken in January when  
the debris-ridden  
**HUDSON RIVER**  
caught fire and  
**burned to the bottom!**

Proper care for a lush  
crabgrass lawn, the  
**"Better Than Nothing"**  
solution!

**WEATHER SECTION  
SPECIAL:**  
How you can tell  
**FALL**  
without a calendar!

**TRAVEL EXPERT**  
Sid Ascher tells how  
"You can save a fortune  
**DRIVING FROM THE**  
**U.S.A. TO EUROPE**  
by following my  
specially prepared  
map of heaped-up  
garbage routes!"



**LET'S SAVE OUR  
GIANT REDWOOD  
STUMP PARK!!!**

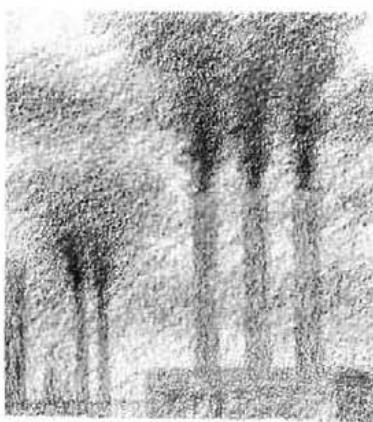
# Our Letters Page



Gentlemen:

In your last issue you mentioned that we "constantly allowed air-polluting smoke to billow out of the smokestacks," (p.47, "Don't Try To Con Us, Edison Co."). We defy your magazine or anyone else to *prove* that! Visibility in the air around our plants is near zero, making it *impossible* to see our smokestacks, let alone what billows out of them!

Sally Soot  
Public Relations  
Carnivorous Ed. Co.



We have proof, but it would only be throwing "more coal on the fires."

Ed.

Sirs:

I think you make too much of the soot in our cities. Let's hear about something else for a change!

Morton Fenster  
President  
Hillside Dry Cleaning Chain

Gentlemen:

The last laugh is *ours*! Your magazine opposed our airport, stating countless times how "it would destroy the Everglades." Well, we've been here over 30 years and so have the Everglades! As a matter of fact, they're better than ever now that the pesky alligators are all gone and there are no birds and trees to interfere with landings and take-offs.

What have you got to say now?

Alan C. Debris  
Director  
Dade County Port Authority

Sirs:

We of the Martin Packing Co. take exception to your editorial in the October issue which mentioned us as one of the companies "dumping waste into the waterways." It is a well-known fact that fish and other forms of water life *thrive* on garbage! And we are supplying it *free of charge*! If they don't want it and would rather become extinct, that's *their* problem, not ours!

R. J. Martin  
President  
Martin Packing Co.

Sirs:

As Game Warden of LaGoone Township, I would appreciate your printing this letter of appeal to your readers. Like most other lakes throughout the country, LaGoone Lake has been "fished out" for years, but our well-stocked supply of tires and boats kept anglers busy, if not entirely satisfied. Now, it would appear that our last tire was caught several months ago, and our galoshes border on extinction. We're hoping some of your sympathetic readers will respond to our call with donations from their attics, basements, and garages. Without their help, I'm afraid I won't be able to sell many more fishing licenses (at \$25 per year).

Yours in conservation,  
Lloyd (Lefty) Fishman  
Albany, New York



**COVER STORY:** The Editors make this appeal to the Department of the Interior in hope they will decline the proposition before them now which would mean the reduction of the "Giant Redwood Stump Park" from 200 acres to 5 acres. 21st CENTURY OUTDOORS MAGAZINE believes this park should be saved for the sheer magnificence of seeing the remains of these trees which once grew over 150 ft. tall. And we refute the lumber industry and their powerful lobby who make the claim that a sawdust and toothpick shortage would imperil the nation's economy!



## Monthly Editorial

It has come to this magazine's attention that most states require boats with heads ("johns", for you land-lubbers) to use a *holding tank*. This was basically a step in the right direction, for holding tanks have no outside connections and therefore no wastes go into the water. However, we have also learned that most states have made no facilities for emptying holding tanks, leaving boatmen with no alternative than to empty them by dumping them into the water.

Until adequate steps are taken to alleviate this problem, "21st CENTURY OUTDOORS MAGAZINE" suggests that boatmen empty their holding tanks in the lobby of the Waterways Planning Commission. It might prompt them to faster action.

## Calendar of Up-Coming Sports Events



June 17-19th....Opening of Baseball Season. Again, just as last year, it looked like Baseball wasn't going to open because there was no area large enough to play, but at the very last minute a fine citizen volunteered the space. This year's first game will be played in Frank Adduci's basement, 67 Grant Street, New York City.

June 28-29th....National Oil Slick Surfing Competition, Santa Barbara, Calif.

July 1-4th.....East Coast Invitational Garbage-Mobile Tournament. This sport is growing almost as fast as the garbage piles. Thrill to the sport of driving bulldozers through garbage drifts! Novices will plough through fresh garbage 2 feet thick. Pros will challenge each other in two and three month old heaps of garbage packed 30 to 40 feet deep. Admission \$6.00. Nose-Plugs \$2.00.

July 4th.....Kite-Flying Contest. Since kites must be visible at all times for judges to see, no entry with more than a 5' string will be accepted.

Jan 1st.....Tournament of Rose Parade. This year's rose is a beauty. It will be driven through town on a huge float, encased in magnifying glass, so all can get a good look.

# THE DAY I GATHERED MY GUTS AND CLIMBED MOUNT McKINLEY



*by Steel Nurus*

WHAT IS IT that makes a man forget that he is only a human being and not a god, and makes him leave his good senses behind and risk all? Is it for the chance to look into the mirror and see the reflection of a man who has conquered "the 'ol rockpile", (the name mountain climbers affectionately refer to Mount McKinley)? Or is it for the chance to impress someone else? I don't know! I only know what I know, and sometimes not even that! But I do remember the night I made up my mind to do it.

It was a Thursday, or maybe a Monday night. I was burning artificial logs in my artificial fireplace and staring into the artificial flames, when a voice from within said "Do it! Climb the 'ol Rockpile, Steel! Prove your manhood to yourself and the world. Betcha can't! Betcha can't! Ha-ha-ha!" Well, nobody says that to *me* and gets away with it, not even me! That night I planned my climb and tried not to notice that my hands were icy and clammy. They shook as I wrote a list of the gear I'd need for the ascent. "Don't sweat it, Steel!", I told myself. "Industry has carted away so much rock and timber and minerals and soil and vegetation that it isn't as dangerous as it used to be!" But I didn't believe my own words, knowing I lie sometimes. I would do it that next morning and get it over with. I would start at 11:45 AM so I could be back down by Noon. I would need 10 feet of rope, sneakers, and maybe a camera to record the view for posterity (for if the smog isn't too low, it is said you can see 30 to 40 feet in any direction). Also, I would

*(Continued on Page 72)*

# The INQUIRING PHOTOGRAPHER

This month's picture quiz was submitted by Eric Chipneal, Wessel, Arizona



The question "What is this?" was asked of passers-by in Journal Square, New Jersey. A photograph of the object in question appears above.



I don't know, but when I touched it, it pricked my finger. Is it colored barbed wire?

Judy De Lizza  
Wurtsboro, N.Y.



My parents used to tell me about something called "spinach" that grew in their day. Is this it?

Joe Theismann,  
South River, Ore.



I know what it is. A long green stem with a red top—it's a radish!

Carla Zammarioli  
Milan, Wisconsin



My buddy here says it's a rose, but you can't fool me! First of all, it's not made of plastic. Secondly, it smells sweet. Roses are plastic and have no odor!

Bob Olson & Tom Gatewood  
South Bend, Ind.

## Come to NIAGARA FALL and ride the exciting "MAID of the MUD"



Enjoy a slithering ride over miles and miles of the famous Niagara muck and mire! See over six gallons of water a day roar over the Niagara Fall and be absorbed by the gunk below! See the fantastic daredevils attempt to go over the fall in a barrel and get hopelessly stuck at the top!

NIAGARA FALL—a trip you can't easily forget!

Springtime  
Fresh  
BOTTLED  
WATER



Almost clear, almost colorless, "Springtime Fresh" Bottled Water contains only 20% of the oil, chemicals, and residue usually found in ordinary home tap water.

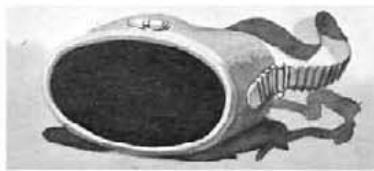
"Springtime Fresh" is so pure it can actually be drunk with a straw without fear of clogging!

Handle it without rubber gloves! Drink it without boiling it first!

"Springtime Fresh" Bottled Water  
"It takes you back to the '50s"

## The Outdoorsman Shopper

From SCUBA THINGS, INC. comes "Visibility Zero," a new face mask featuring a solid black face plate to immediately familiarize the beginner with the existing conditions he'll face in our country's lakes, rivers and ocean shore areas.



No family who likes to camp outdoors should be without the "Sans Soil Wall Tent," engineered to stand erect in most weather conditions without relying on trees (which you never seem to find when you need one!). Tent-poles are, of course, carbon tipped so they can be driven into the concrete surfacing of any camping area.

Don't let that canoe or row boat rot away! "WHEEL AWAY" has just come up with an adjustable set of wheels that will fit almost any boat up to 20 feet. Take your kids for the "boat ride" they always pester you for without fear of entering the (yeech!) water!



And while we're on the subject, COVER-UP, Inc. has designed the first practical bathing suit we have come across in years! Made of a new miracle alloy, this suit will keep out insecticides, pesticides, and all other chemicals dumped "safely" into the water. A water-proof crash helmet protects you against refuse dumped by individuals and a Nausea bag awaits your reaction to whatever else you come across!

"On Target" is a cleverly titled device engineered by SKY-HIGH, Ltd. Worn on the wrist like a watch, this gadget should bring back that popular sport of the '60s called "sky diving." The device enables a parachutist to pinpoint his landing area by the use of radio waves, now that the atmosphere is too dense to see through.



# "21st Century Outdoors Magazine"

interviews

## Loreen Taylor, Fashion Designer of the Month

"No one has felt the loss of rapidly diminishing animal species more than I have," said Miss Taylor, a leading authority on today's fashion modes. "It is becoming more and more difficult to come up with something original, like this stunning outfit I'm wearing," continued the lovely expert, modeling her full length tiger coat, cheetah trimmed slacks, alligator shoes, and sealskin blouse. Her hat and gloves were of matching leopard skin.

We were then led into her fashion design studio, passing through her African motif den, complete with eland horn coat racks, elephant leg bar stools, and giraffe skin rug.

"This is my newest creation," Miss Taylor said proudly. "A pigeon bathrobe. It takes a few hundred pigeons to make each one, and it may be a trifle garish, but when you have so few things left to work with the task is not easy, let me tell you."

And what does the future have in store for Loreen Taylor? "Well, I have been experimenting with fashions from rat hides, but I'll admit I don't particularly enjoy the work. Rats are horrible little things—they seem to have no regard or respect for human beings."



## Question Markings by Professor Donald Holden

What was the biggest fish caught last year?

Murray Abraham,  
Florida.

The biggest fish caught last year was a whopping 4 oz. salmon. It was bagged by Tim Gillete, who didn't even use a rod and reel for his record catch. Mr. Gillette just happened to be passing by when the salmon, swimming upstream, was knocked ashore by a rusty, abandoned Greyhound bus which was being washed downstream.

I recently inherited a set of golf clubs from a departed uncle who was quite proficient at this sport in his youth.

Unfortunately, I don't know where the game can be played today. Can you help me?

Ray Pichon,  
New York City

There is a two-hole golf course in what is left of the Bluegrass section of Kentucky. But you'd better plan to get there early, as there is a long wait. About 30 days early.

Is it true that no two pieces of soot are ever alike?

Zoltan Zandar  
Stockbridge, Mass.

You are thinking of snowflakes, which are all different. Soot is generally all the

same. However, you still need a microscope to tell the difference, as snow, while passing through all the soot, turns the same color.

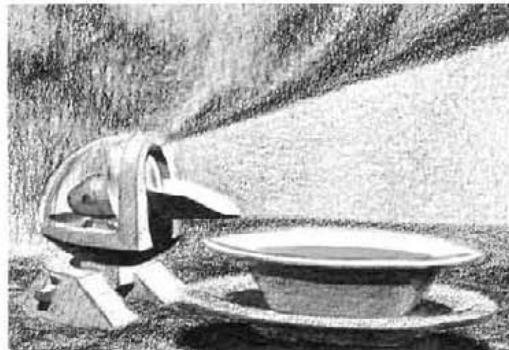
I can no longer obtain a map of California's Freeways from local gas stations. Are they being "brought up to date" again?

Jonas Aarons,  
Sherman Oaks, California

Not really. Within the next 3 months California will have paved over what few acres are left without concrete, making the state virtually "one enormous freeway". Drive in any direction you wish and there will be a road under you.

# Places To Go & Things To Bring...

All of you outdoor restaurant buffs will delight at this latest creation from POLLUTION PLUS called the "Soot Swoosher." An absolute necessity for Chicago, Los Angeles, Philadelphia, Cleveland, Butte, etc., it fits in your pocket and blows a highly concentrated upward current of air that positively won't cool off your food as it prevents soot, cinders and debris from settling on your plate.



If you're going to be visiting the Grand Canyon this month, color film is the only film to take along. Your eyes will be dazzled at the impact of the rainbow of beauty to be seen there—perhaps 500 different shades and hues of every conceivable color can be found in the accumulation of empty soda and beer cans that

line the canyon to within two feet of the rim. The view is especially impressive at sunset when whatever rays of the sun not blocked out by the smog, reflect against the metal and broken glass of over thirty billion discarded containers. It certainly makes every other refuse-lined natural wonder pale by comparison!



**"21st Century  
Outdoors Magazine"**

## CLASSIFIED ADS

### FOR RENT

Beautiful 5 room house in the country. Nearest neighbor over 26 feet away! Zoning laws require occupancy of only 3 families or 18 people, whichever comes first. Write: Sardine Estates, Masten Lake, New York

### FOR SALE

Cheap! It's all got to go! Tons of fishing tackle yours for practically free for any clever businessman who can think up a use for it. Start your own business, be your own boss. Write Marty Kohn, Box 44, Candlewood Lake, Connecticut.

High power binoculars. Once considered useless for today's atmosphere, VIEW-PLUS has come up with a brilliant slide-viewing attachment that clips over lenses, enabling you to see landscapes, animals, and other interesting old photos up close. VIEW-PLUS, Chicago, Illinois.

Saddles! Remember them from old Western movies and such? Well, we've got 200 high-grade beauties for sale as hassocks, model train tunnels, etc., which you can pick up for a song. Like \$2.00 each! Or 3 for \$5.00! Or a buck a shot for orders over 10! But move fast—we will not accept orders past 3 years from this month! Tumbleweed Shop, Tucson, Arizona.

Wonderful, docile pets—CHEAP! These animals come to us direct from our make-up testing laboratories, and except for blindness or other minor afflictions caused by hair sprays, mascara, etc. make extremely gentle pets. Animals driven mad by experiments not included in this group. Labs Unlimited, Rock Bottom, Mississippi.

### WANTED

Dogs, cats, rabbits, etc. are needed by testing labs for very important experiments on products used for cosmetic consumption. We don't pay much, but rest assured that we will do our best to find your animal a decent home when we're through with him (see ad above). Labs Unlimited, Rock Bottom, Mississippi.

### SIGHTSEEING TOURS

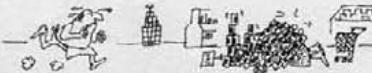
Grab your camera and get set to film lions, tigers, giraffes and other fantastic creatures on a never-to-be-forgotten safari through the Wildlife Wax Museum, Route #17, New Jersey, (near the Lodi traffic circle).

#### DOUBLE-TALK DEPT.

Politicians, celebrities, teachers, parents, businessmen... they're all making important statements these days. The trouble is, they usually say one thing, but mean another! And there's nobody around to translate for you ordinary clods! Except maybe us, the fearless men of MAD! (Who's around to translate the statements we make that say one thing and mean something else is another problem!) Anyway, back in issue #97, we ran an article which translated some of these statements. Now, here are more examples of the difference between—

# WHAT THEY SAY... AND WHAT IT REALLY MEANS

ARTIST: BOB CLARKE  
WRITER: GEORGE HART



#### WHEN THEY SAY...



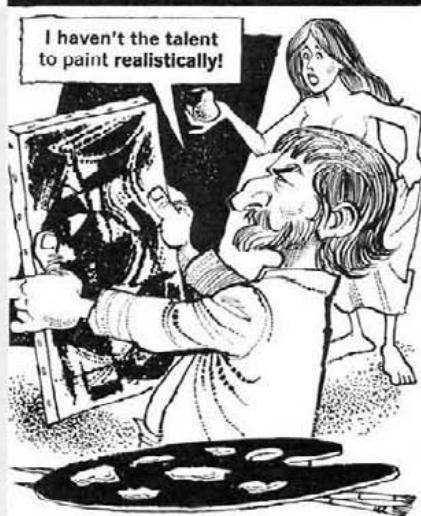
#### IT REALLY MEANS...



#### WHEN THEY SAY...



#### IT REALLY MEANS...



#### WHEN THEY SAY...



#### IT REALLY MEANS...



## WHEN THEY SAY...

The legalization of Marijuana would be a national calamity!



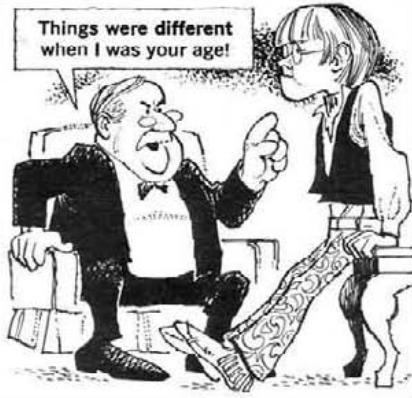
## IT REALLY MEANS...

I own a liquor store!



## WHEN THEY SAY...

Things were different when I was your age!



Of course I love you, but you've got to give me time to think!



I want to shop around a little more!



Sounds like you could use a tune-up!



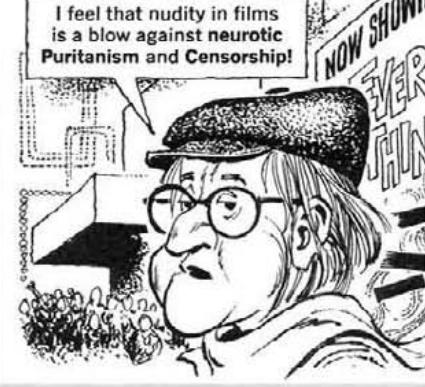
The pot roast is very good tonight!



We can't give it away!



I feel that nudity in films is a blow against neurotic Puritanism and Censorship!



It could have been a lot worse!



It could have been me!



Please . . . I don't want to hear any gossip or idle rumors!



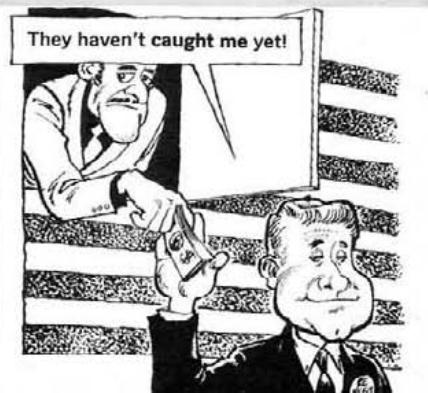
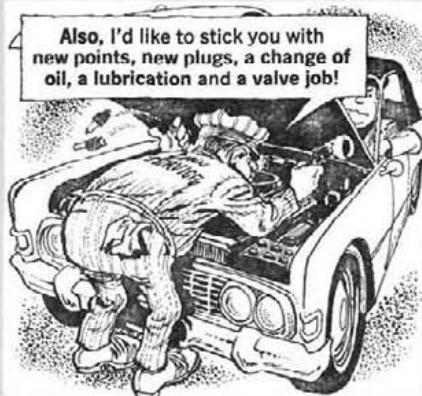
# IT REALLY MEANS...

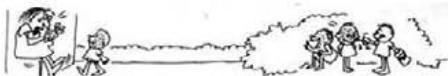


# WHEN THEY SAY...

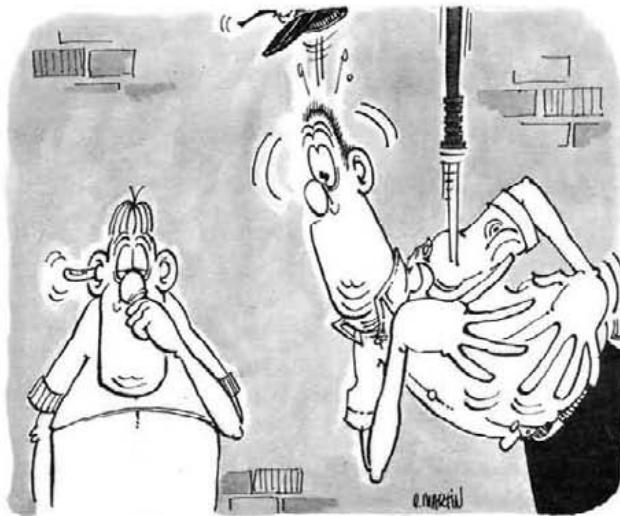
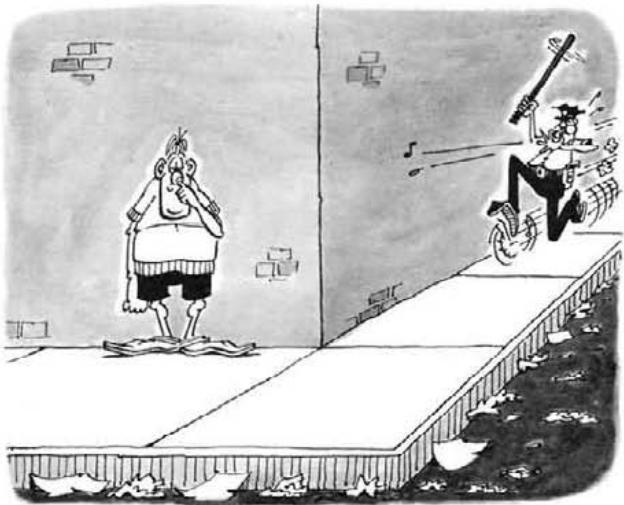
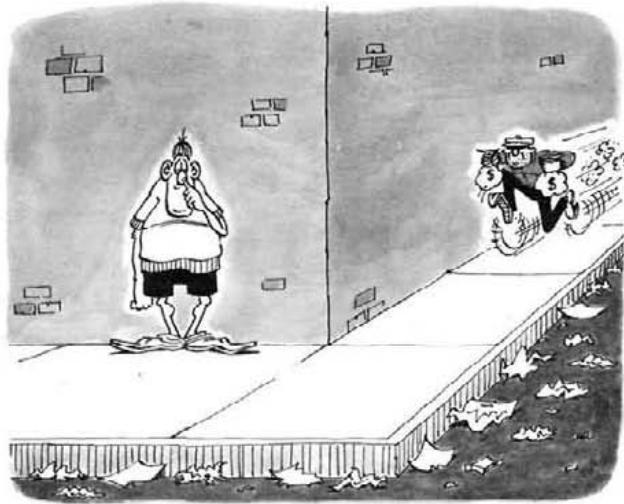


# IT REALLY MEANS...





# WHILE HANGING AROUND THE CORNER



THE STERILE CUCKOOS DEPT.

There have been a lot of "Medical Shows" on television that depict efficient hospitals using the latest sophisticated equipment, and specialists who have deep concern for their patients, and nurses who would never dream of waking anyone to give them a sleeping pill. In other words, there have been a lot of *unbelievable* "Medical Shows" on television. However, now there is a new show on television which portrays an old fashioned doctor...a doctor who makes house calls...a doctor who treats each patient with kindness and consideration...a doctor who carefully explains what he is doing...a doctor who has an eager young associate. In other words, *ANOTHER* *unbelievable* "Medical Show". And here is MAD's *unbelievable* satire, called...

# MAKE US SICK BY M.D.

Only 30 seconds left to play, folks... and the score is tied! If Richie Craven can make this shot he'll have wrapped up the Eastern Divisional Title!

Quite an exciting moment, eh, Doctor!

Well, kind of! Have you—er—always been this emotional about Tiddly-Winks?

Not really! But Richard Craven is a patient of mine! I was there when the stork brought him...

The STORK! Aw, c'mon!

Then you KNOW the—uh—the REAL way that babies come into the world?

Of course I do! I'm a Doctor, aren't I?! I went to Medical School, didn't I?! I subscribe to Reader's Digest, don't I?



ARTIST: ANGELO TORRES

WRITER: DICK DE BARTOLO

If Richie makes this last shot, he'll be playing in the Tiddly Open next week! He's drawing back his thumb... he's shooting...

OWWWWW! OOOH! MY THUMB!!

Something is wrong, folks! Richie made his shot perfectly, but he seems to have injured his thumb! He's in agony...

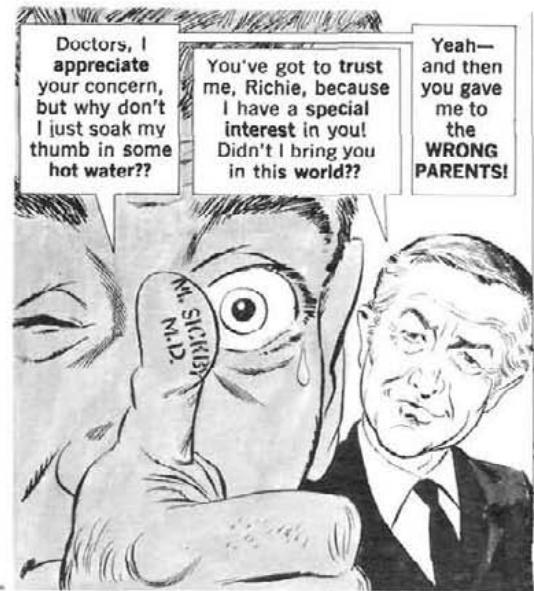
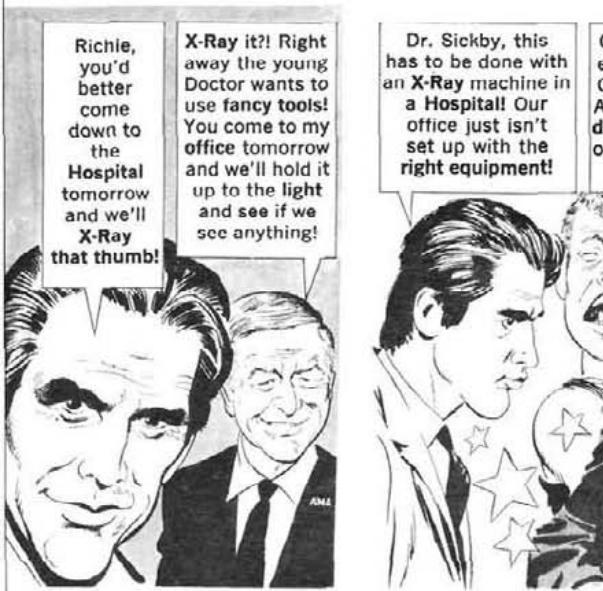
Out of my way! Out of my way! I'm a DOCTOR!!

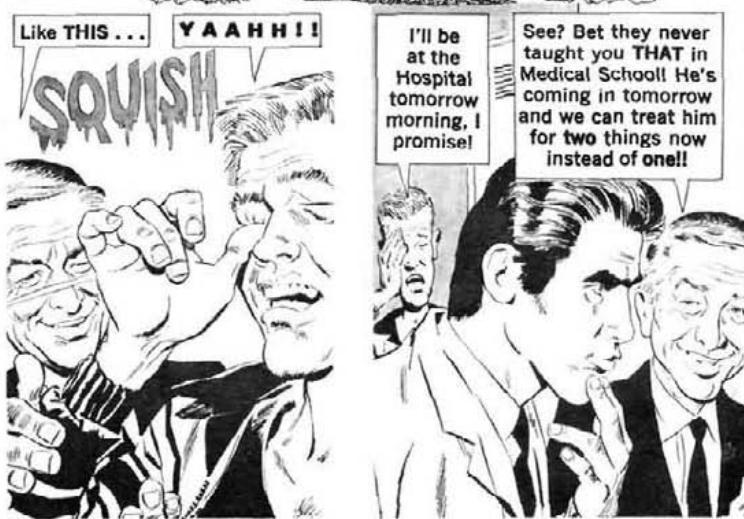
Yeah? So where are your golf clubs?

I'm carrying a little black bag, aren't I?

Big deal! Today, a lot of guys go around carrying little black bags!



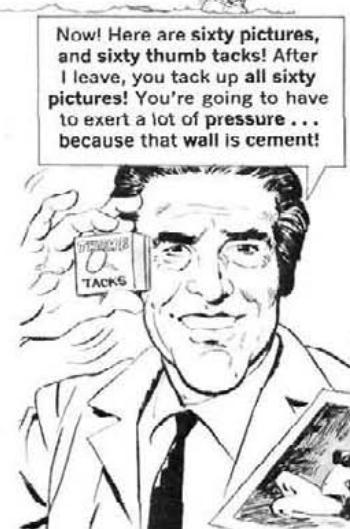
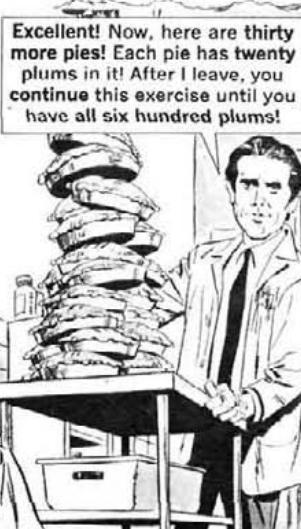




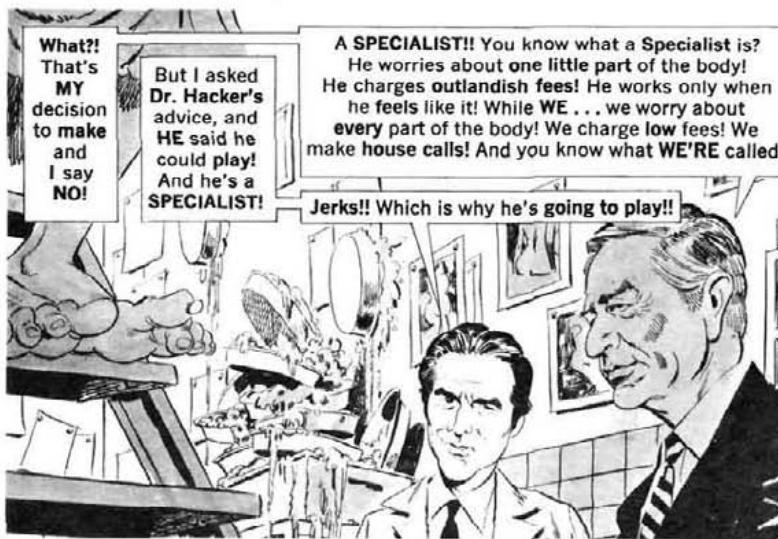
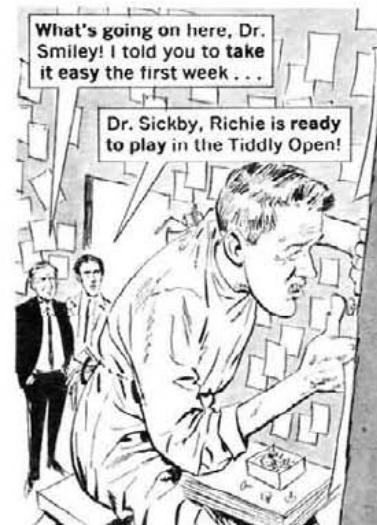
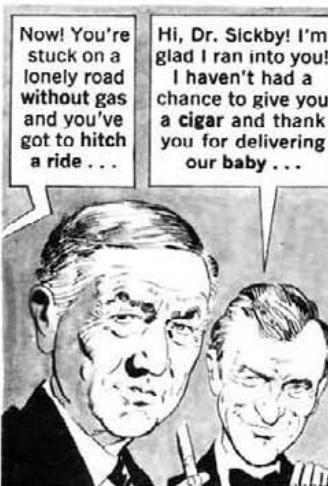
## THE NEXT MORNING...







## SEVERAL STRENUOUS DAYS LATER...



## THE NEXT WEEK AT THE TIDDLY OPEN...

Well, folks, it's almost all over, and Richie Craven has made a wonderful showing! If he sinks this last shot he'll be "NATIONAL TIDDLY WINKS CHAMP"!

He's drawing back his thumb! He's flicking it! And... HE MAKES IT!!

OOOHHH!  
OOOOOOOW!  
MY THUMB!!  
MY THUMB!!



Hmm! Sorry, Richie! You put too much strain on it! I'm afraid your Tiddling days are over!

As for you Dr. Smiley! You made a wrong decision. You may call yourself a Doctor, because you cure people who want to be cured! But when you can cure people who don't want to be cured, and treat healthy people who only appear ill, and ill people who only appear healthy—THEN you'll have earned the title of Doctor! Did they ever teach you THAT in Med School?

Fortunately, no!!



Well, at least I won \$4000!  
I'll be able to go to College for four years!

TWO years!  
My bill is for \$2000!

\$2000?!? But what about that speech about the low fees you charge?

My FEE is only \$50. The other \$1950 is for Christmas pies, thumb tacks...



Well, Dr. Sickby! You were right! From now on, I'll do whatever you want me to do!

I'm glad to hear that, Richie! And I must confess something! I'm as proud of you winning that Championship as if you were my own son!

He IS your own son!

I beg your pardon!

Richie IS your own son! You think you're the only Doctor around who fouls up in the Delivery Room!

I'll still do whatever you say! Doctor knows best!

You mean "FATHER knows best!"



# WHAT SILENT MAJORITY WILL WE NEVER HEAR FROM?

## HERE WE GO WITH ANOTHER REVOLTING MAD FOLD-IN

Today, everyone is concerned with what the so-called "Silent Majority" of Middle-America thinks and needs and wants. But there is a much more important group that keeps growing larger and silenter every day . . . and everyone seems to be ignoring them. To find out who this "Silent Majority" is, fold in pages as shown!



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B FOLD BACK SO "A" MEETS "B"



CRYING PEACE, BROTHERHOOD AND FREEDOM  
POLITICAL ACTIVISTS ARE SEARCHING FOR A SOLUTION  
TO MANKIND'S PROBLEMS. BUT A GREATER  
VICTORY MAY LIE IN THE PURSUIT OF NOBLER AIM

A

B

# ONE DAY IN THE PARK

